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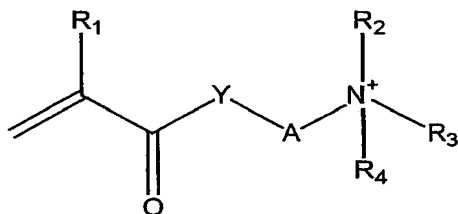
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(54) Title: SYNTHETIC THICKENERS FOR COSMETICS

X<sup>-</sup>

(I)

(57) Abstract: Disclosed are inverse emulsions for the preparation of cosmetic formulations wherein the weight ratio between the aqueous phase and the organic phase is from 4:1 and 2:1 and containing Ron 20 to 70% by weight of an acrylic polymer obtained by inverse emulsion polymerisation of from 55 to 75% by weight of an anionic acrylic monomer containing a strongly acidic functional group; Ron 0.1 to 5% by weight of a cationic acrylic monomer if the formula (I).

Wherein R<sub>1</sub> is hydrogen or methyl; R<sub>2</sub>, R<sub>3</sub>, R<sub>4</sub> are, one independently of the others, hydrogen or C<sub>1</sub>-C<sub>4</sub> alkyl; Y is NH or O; A is a C<sub>1</sub>-C<sub>6</sub> alkylene; from 25 to 45% by weight of a C<sub>3</sub>-C<sub>5</sub> anionic acrylic monomer containing a carboxylic group. Also disclosed is the procedure for their preparation.